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GUARANTEEDFit right—  
Fast right—  
Look right—  
Wear right

## SNAPPY TROUSERS

FOR WORK OR PLAY  
FOR BOTH MEN AND BOYSRiding Breeches, Golf Breeches, and Boys  
Aero-Bockers, the Knicker or Bloomer with  
elastic belt attached.Young Men's Fine Trousers with Elastic  
Waistband attached. The very latestPrices run from Tweeds at \$3.75  
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Men's Better WearTHE  
King Edward  
HOTEL

THE PLACE WHERE WE WANT YOU TO FEEL

AT HOME

We endeavor to please and aim to give Service  
and Courteous Treatment

FRANK MILLER, Proprietor

## ANNOUNCEMENT

HAVING TAKEN OVER THE LOCAL AGENCY OF THE  
BETTER AMERICAN OIL CO. I WILL BE PREPARED  
TO SUPPLY A FIRST CLASS SERVICE IN OILS, AND  
GREASES, GAS, AND COAL OIL. A TRIAL SOLICITED.  
PHONE SERVICE. PHONE 72

CHAS. KEELING

Paints  
Varnish Etc.OUR STOCK OF ALABASTINE,  
KYANIZE, VARNISH STAINES, CELOID  
LUSTAQUIN AND FLOOR ENAMELS  
IS VERY COMPLETE  
ALSO G. F. STEPHEN'S HOUSE PAINT,  
AND FLOOR PAINTS.  
WE HAVE BRUSHES FOR EVERY  
PURPOSE.  
No trouble to show you the goods

## ATHMORE HARDWARE

Store of Quality and Service"  
A. RELLINGER, PHONE 54

## SPORT NOTES

## AMERICAN LEAGUE

The Philadelphia Athletics and  
New York Yankees are again the  
class of the American League. The  
pool of the eight managers by United  
Press revealed today.The battle for the other two  
first division berths is likely to be  
between Cleveland, Detroit and  
St. Louis, the poll indicated.  
"The Yankees will be very tough  
foes," said Connie Mack, manager  
of the world champion Athletics,  
"and the other clubs have strength  
themselves. If we get the breaks and  
the pitching however, we will be  
right around the top."The Yankees are stronger this  
season and the Athletics are not,  
said Shawkey. "We have the most  
powerful team in the league. A  
great deal depends on our pitching  
last season the Yankees lost  
because Pennington, Hoyt and John-  
son did not come up to expecta-  
tions. These pitchers are staying  
combacks and we have picked up  
two young hurlers, Gomer and  
Folli, who seem to be ready. I  
think Detroit will finish third and  
Cleveland fourth."Third place seems to be the  
goal of the Cleveland Indians.  
Manager Roger Peckinpaugh indi-  
cated."The Indians are improved,"  
said Peckinpaugh, "and I think  
they can finish close to New York  
and Philadelphia without effort."  
Detroit and St. Louis are the  
two clubs we will have to beat to  
finish third.Manager Walter Johnson has  
said that division berth for  
Washington. He added, however,  
"We are not going to do any re-  
markable things at all, but I  
think we are the best defensive  
team in the league."Bucky Harris' daily prediction  
was that Detroit would finish  
higher than last season when the  
Tigers landed sixth. The Yankees  
Athletics and Indians are rated  
the best of the other teams by  
Harris."Detroit will be vastly im-  
proved," said Harris. "The Tigers had  
a better power last year but were  
weak on the defense. I think that  
weakness has been corrected."  
Bill Killefer had no comment to  
make on the other clubs but said  
that his team, the St. Louis  
Browns, would be stronger than in  
1929.The Chicago White Sox are  
fighting for a first division berth,  
and Denis Bush expects them to  
land it. If St. Louis or Cleveland  
shows signs of weakening."I never make any predictions,"  
said Bush, "but as far as the White  
Sox are concerned they are head-  
ing upward. We are a much bet-  
ter offensive team than last year."  
Helen Wagner, manager of the  
Boston Red Sox, expects much  
from his pitching staff, but "does  
not know what our chances are."HOCKEY SALARIES OF  
TODAY AND YESTERDAYSUnder the signpost of "Inter-  
ested," a hockey fan inquires if  
Fred Taylor, Lindsay "cyclone,"  
is not the largest salary player in  
professional company before the  
war. In reply we submit that the  
only way to settle the matter is  
that distinction, each receiving  
\$2,000 for the season of 1929 at  
interest. Taylor also played for  
the Greenway Town, getting a po-  
sition as well as a salary. That was  
the season that the H. C. O'Brien  
imported stars from  
everywhere, and spent what was  
then a fortune in an effort to  
round out a championship team.  
Among the stars who were  
hired were: Bert Ladd,  
Fred Taylor, the Patrick,  
Fred Whitcroft, Bobby Howe,and Herb Jordan, "Newy" Leland and  
the late Larry Uhlmann. They were  
known as the Millionaires, and  
were favored to win the title, until  
in a "bitter" battle at (Haleybury)  
early all the "hotter" players  
were cut down, and about a week  
later they were drafted by the  
Montreal Wanderers in the Inter-  
Arena. Wanderers winning the  
championship. In 1931 Lindsay re-  
ceived the services of the biggest  
hurlers, O'Brien and Symington,  
but when they failed to take the title  
they dropped out of major league  
hockey salaries have soared since  
those days of long ago, and even  
minor leaguers expect more than  
\$2,000 a season now. In fact, some  
players not yet out of junior ranks  
are to get \$5,000 a season. They  
are due to be disappointed. The  
players like Lindsay, "Hooley"  
Smith, Nelson, Earl Carson,  
Irvin, Bailey, Bill Cook, and  
others. Howe, Moran and Lindsay  
Coachman now receive salaries that  
would pay just about triple the sum of  
\$2,000 paid to the Patrick. During  
the war years salaries went down  
slightly. To be sure, they have been  
considered a high stipend. In 1918  
Willard Fox, then the speediest  
skater in the league, was being  
ferred \$500 to join the Toronto pro-  
fessionals, and it was considered  
a very good salary in those days,  
but not now, oh, no, no, Toronto  
Gladiators.farm not accompanied by their  
parents will be killed—Blue Sla-  
ids (Kau) Times.Now since we're sure— It has  
been nearly twenty-five years  
since Lindsay had a major league  
smoked. Jimmy Selig never smok-  
ed. Jimmy George it could never  
smoke. Dr. Simmons never  
smoked when living.An inside customer entered the  
grocery store of a Frenchwoman."This insect powder," she said  
explained, "is no good. It has  
n't killed a single cockroach.""Ah, Madame, you have not used  
it correctly. First you catch the  
cockroaches. Then sprinkle them in so  
they will be open so much. Ah,  
then pour a powder down his  
throat and pour he choke and die."Aunt Het Says: "If the boy is  
a little wild, he comes by it honest."I've seen his father go to the post  
office for his mail on Sunday."Bill Tierney says: "A woman is  
only a wife, but a good book is an  
anecdote for sorrow, an opiate for  
forgetfulness, rest and refreshment."Preserving Family Unity—No  
ice—All done—found on the U. S. O.THE SCULLING RACE  
OF THE CENTURYThis coming season promises to  
produce some of the greatest  
sculling races in history, and men-  
tories will be revived of the days  
when Hamlin, Goudard, Towns and  
other famous stars shot their  
shells swiftly over the shimmering  
waters. Canada knows well the  
worth and ability of these two  
fine young scullers, Jack Guest  
and Joe Wright Jr. but this year  
has also heard that in favor of  
Australia there is a man who is  
probably the greatest of them all,  
Jack Pearce, winner of the world's  
championship at the 1928 Olympics.The "Aussie" star has never tried  
contests with either Wright or  
Guest, the lack of the draw and  
the elimination of Wright at An-  
twerp preventing a race between  
the men who were then champions  
of the two Dominions. Wright, who  
was eliminated after winning the  
Diamond Sculls at the English  
Henley, was in no condition to  
compete against high-class opus-  
tants, but Pearce, who had not  
raced at Henley, outclassed every  
sculler sent against him, but lar-  
gely won "pulled up, but gone  
away." Canadian National Exhibi-  
tion boats had hoped that this  
contested race could be arranged,  
but Hamilton will stage this clas-  
sic, it having been announced that  
Pearce will represent Australia in  
the British Empire Games, which  
will be held in the Ambrosius City  
With Pearce in line, there is little  
doubt but that Wright and Guest  
welcome the opportunity to decide  
the question of supremacy. Wright,  
winner of the Diamond Sculls in  
1928, was runner-up for that honor  
last year, but on his return from  
Melbourne, a championship to Jack  
Guest, a climacteric, when he had  
beaten in a thrilling race between  
the two. Both were then vanquished  
in the United States national regatta,  
but nevertheless, in the opinion of  
the majority of the critics, they  
still remain the best scullers on the  
North American Continent. Biggs,  
Stanger and many others, but  
over, the two Canadians should be  
able to properly represent this  
country even in a race against  
supposedly invincible Pearce. What  
a race it will be!for weariness and a magic caper-  
that in the twinkling of an eye car-  
ries you to the regions of fairyland"How kind of you," said the girl,  
"to bring me those lovely flowers,  
they are so beautiful and fresh. I  
believe there is some dew on them  
yet.""Yes," stammered the young man  
in great embarrassment, "but I am  
going to pay it off tomorrow."Under (a cool dignified lady)  
"Are you a friend of the groom?"  
The Lady: "Indeed, no! I'm the  
bride's mother.""If I stood on my head all the  
blood would flow to it, now would  
it not?"  
"Yes.""Then how is it that when I'm  
standing on my feet it doesn't run  
down to them?"  
"Because your feet aren't empty."Her: "Darling, is it yet the joy-  
calmest moment to ask you the  
question I have been waiting for?"  
She: "It is, my hero—he is sit-  
ting in his stocking feet."Mother: "Gertrude! My friend  
seems sort of put out about some-  
thing. You haven't said anything  
to him, have you?"  
Father: "Not a word. As a mat-  
ter of fact I haven't even seen him  
since I handed him the bill to re-  
gulating the sofa."Janet (disappointed): "I guess  
Roger and I won't get married so  
soon after all."Mother: "Why, what makes you  
think that?"  
Janet: "He sent me a large box  
of handkerchiefs with my initials  
on them—enough to last a year!"A coter and his bride were  
standing at the altar waiting to be  
united."Will you have this woman?"  
asked the parson.  
"I'll said the coter.""You must say 'I will,'" corrected  
the parson and repeated the ques-  
tion."I'll said the coter again,"  
the parson said he would stop  
the service if the response were  
not given in the proper manner,  
but this was too much for the  
bride.The coter even in a race against  
supposedly invincible Pearce. What  
a race it will be!Young Wife: "How fortunate  
I am in possessing a husband who  
always stays at home in the eve-  
ning."Joan's Friend: "Yes, Your husband  
never was much addicted to  
pleasure."He had raised his life to reach  
the girl from a watery grave and  
of course, her father was grateful.  
"Young man," he said, "I can  
never thank you sufficiently for  
your heroic act. You incurred an  
awful risk in saving my daughter.""None whatever sir," replied the  
student life-saver, "I am already  
dead."Frank: "I don't see how you  
could tell those Smith twins apart."Hank: "That's easy. Male all  
ways blazes when we meet."Reader: "Dear Editor: What  
the best way to find out what a  
woman thinks of you?"  
Editor: "Marry her."

## USED CARS

1929 CHEVROLET SEDAN  
1929 CHEVROLET COUPE  
1928 FORD COACH  
1926 FORD TOURING  
1925 CHEVROLET TOURING  
1925 FORD SEDANUSED  
Machinery15-30 McCormick Deering TRACTOR  
(Used only one season)

4 Bottom John Deere TRACTOR FLOW

3 Bottom P &amp; O HORSE FLOW

2 Bottom John Deere GANG FLOW

Ford

## HUGHES MOTORS

PHONE 31 STRATHMORE

OUTLOOK IS DISMAL YEAR  
FOR ONTARIO FARMERSToronto.—One of the most  
dismal years on record, is the way  
J. J. Morrison, secretary of the  
United Farmers of Ontario, de-  
scribes the outlook of the Ontario  
farmer after a survey of the pro-  
vince. In 1929 the outbreak of the  
war prevented a year of great pro-  
sperity and distress, but this year will  
be no better than 1911 promised  
to be.The farmer has no money.  
Mr. Morrison says, "and it is not  
a case of mismanagement, but a  
case of condition. The farmer is in  
a deplorable state. Many elements  
enter into the evolution of this  
condition. The farmer's budget is  
the lowest of any occupation in  
Ontario, and, perhaps, in the  
world. He leaves all he has. He  
works himself, his wife works and  
they get nothing out of it. The farmer is a  
producer of certain commodities,  
that the urban population must  
have, and this is obtained by them  
at the minimum cost."The urban population also pro-  
duce certain things that the farmer  
must have. They are protected at  
the maximum of expense. The  
workers must be paid sufficient to  
keep up good homes with hot and  
cold running water, and comforts  
that the farmer cannot enjoy; even  
the electricity he cannot afford.  
The result is that the more the  
farmer sells, and the more he  
buys, the worse off he gets."Mr. Morrison did not wish to fill  
his family works.Wiley: "I'm going down town  
this afternoon."  
Hubby: "Shopping.""No, I won't have time. I just  
want to get some things I need."The address of Prof. Shapiro  
at Berkeley, California, in which  
has concerned the wheat pool in  
the present market conditions and  
advised government control of  
the farm products.The Wheat Pool does not  
have in 100 per cent control.  
said Mr. Morrison.The United Farmers opinion  
among officials is that if the go-  
vernment had control over the pro-  
ducts the farmers are forced to  
buy, and more protection for the  
things he has to sell condition  
would be much improved.TOWN AND COUNTRY  
COMBINE IN BANQUETA joint banquet of the Pincher  
Creek board of trade and the Pin-  
cher Creek Agricultural Society  
was held, March 3rd. There was a  
good program featuring a speaker  
from the department of agricul-  
ture.Everyone interested in the pro-  
motion of the welfare and develop-  
ment of the district attended this  
banquet. Would this be a good  
idea for Strathmore to put over, be-  
fore the busy season."No, I won't have time. I just  
want to get some things I need."

## MANY FORTUNES

—which have been frittered away through  
inexperience and lack of business training,  
could have been preserved intact if they  
had been placed in a trust.The Modern Trust Company makes  
a business of handling trusts of every char-  
acter.This Company Welcomes your cor-  
respondence or interviews.THE TRUSTS AND GUARANTEE  
COMPANY LIMITED

227 Eighth Avenue West, CALGARY

H. A. HOWARD, MANAGER

THIS BEER  
CONTAINS MORE  
THAN 2 1/2%  
DRUG SUBSTANCES

NET CONTENTS  
12 FLUID  
OUNCES

RITZ BEER  
THE BIG HORN BREWING CO. LTD.  
CALGARY, CANADA

a new brew

RITZ  
BEER

Produced from Choice Saaz Sealed

Certificate Hops, Selected Rice and Malt

SERVED AT GOOD HOTELS  
BY THE BOTTLE ONLYDELIVERED BY THE CASE  
FROM OUR WAREHOUSES

SOLE AGENTS FOR THE ALBERTA BREWING INDUSTRY

## DISRBUTORS LIMITED

NEAREST WAREHOUSE

CALGARY

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# THE STANDARD, STRATHMORE

**THE STANDARD, STRATHMORE, ALBERTA**  
 PUBLISHED EVERY WEDNESDAY  
 MEMBER WESTERN SELECTED TOWN WEEKLIES  
 OFFICE PHONE 17 A. A. MOORE, EDITOR RES. PHONE 34  
 SUBSCRIPTION PRICE \$2.00 PER YEAR IN CANADA  
 OUTSIDE CANADA \$2.50 PER YEAR  
 ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

## UNEMPLOYED TOTAL MILLIONS IN THE UNITED STATES

Politicians delight in showing how the tariff makes or mars the employment situation. The High Tariff export can really prove to his own satisfaction that the tariff is made high enough, there will be no unemployment, while the low tariff or free trade export can muster up arguments to prove that his particular formula is the real Panama. The main object of both is to bewilder the voter and obtain his support in the election.

The United States is probably the most outstanding example of the protective tariff and it is interesting to note that Mr. Green, president of the American Federation of Labor, said in giving some evidence on this matter before the American senate committee. He agreed with an estimate that 3,000,000 was earned were unemployed in the United States in February. During the first three months of this year, according to Mr. Green, a billion dollars worth of purchasing power was lost to the country through unemployment.

## EARMARKING OF REVENUE RAISED FROM GASOLINE

The Brownlee Government has met with much criticism from many through the province that the revenue raised from taxes on gasoline was not earmarked for highways. The Government cannot see why this particular revenue should be specifically set aside for a certain kind of expenditure any more than any other tax that is imposed. The Government is a responsible body and if they do not spend the money raised patriotically the electors have the privilege of putting in new representatives.

The Brownlee Government has made wonderful progress in improving the roads of Alberta and if any criticism is coming to them it is that they are spending too large a proportion on highways and too small an amount upon the market roads. The people who live several miles from a highway cannot on these very much over the fine condition of the market road.

## WHAT IS THE HAIL INSURANCE REMEDY

BY BERT HUFFMAN  
 Like seedtime and harvest, the hail season rolls around with alarming regularity and spontaneity. No sooner is a crop seeded in the north latitude than it must be protected from hail, it seems.

The Manitoba Hail Insurance plan in Alberta has been working fairly well for a number of years but it is due for a drastic revision. Hail storms are erratic and adjustments are erratic, with the result that one farmer on one side of a road allowance is hailed badly and another farmer on the other side of the same road allowance escapes heavy hail damage and happens to enjoy a good adjustment. So, with this road between them

under the same municipality (hail) in insurance act, one farmer benefits by his act and the other suffers from it. Something must be done to wipe out these municipality border lines and make this cooperative hail insurance act province-wide. In its issue of January 2, Farm Journal's Review gave the writer a copy of this editorial honorable mention in a hail insurance letter writing contest. The gist of the plan for hail insurance revision contained in that letter was to make all hail taxes and premiums province-wide, compulsory and automatic up to 5 per cent levy acre in the province should long carry the hail burden and every acre in crop in the province should be automatically insured in the province-wide scheme up to 5 per cent.

Above this level rate each municipality would be required to carry its burden. But the province-wide assessment for hail purposes would raise enough funds so that no municipality would be heavily taxed. If shipped or Row Bay and 15 per cent hail damage, with provincial fund would take care of 5 per cent from taxes raised all over the province, and therefore very light in general, and the municipalities would be required to raise only the excess over 5 per cent, or 10 per cent, on a 15 per cent, hail damage. I have yet to read of what seems to be a more equitable plan for revision of our municipal hail act and believe that we must ultimately co-operate in a province-wide scheme to relieve the heavy burden upon unfortunate municipalities. —Market Examiner

## TOWN KILLERS

Should be Ostracized  
 People who kill a town:  
 Those who oppose improvements  
 Those who run it down to attract  
 Those who distrust public spirit  
 Those who never advertise their business  
 Those who show no hospitality to any one  
 Those who hate to see others make a dollar  
 Those who oppose every movement that doesn't originate with themselves  
 Those who put on an extra long face when a stranger talks of locating in their town  
 Those who oppose every public enterprise that does not appear to be of personal benefit to them

## Here and There

The ball sale at Kamloops this year is scheduled for March 19 and 20. The show is becoming an important event in western livestock circles. A big list of Alberta exhibitors has been received.

The Maritime Livestock Market Board has extended their business until the 1st of May. Farmers and associations may purchase at a considerably lower price than formerly. Several carloads of live have already been ordered.

The directors of the Canadian Pacific Railway have decided to apply to Parliament for acceptance of the company's charter privilege to choose the pay value of its ordinary stock from 100 to 250 per share with the exchange of one share of the old stock for four shares of the new. This action has been decided by a vote of 10 to 4. The company's shares within the reach of the company's moderate means and thus in view of the number of shareholders, particularly in Canada.

Miss Doris Perce of Vancouver secured "Her Majesty" of the year last annual winter sports carnival, following her election as queen at the recently concluded carnival at the famous resort. She won against rival from Calgary and Australia and was crowned amid colorful fireworks in the closing hours of the carnival.

"Not how much land settlement, but how good" was emphasized as the policy of the Canada Settlement Association by W. M. McLeod, president of the association, at a recent meeting held at Calgary recently. Mr. McLeod said that the association held at Calgary recently held 120 families on 64,238 acres at a purchase price in excess of \$85,000,000.

The largest terminal grain elevator at any port on the seven seas is recently been put into operation at Vancouver by the A. & W. Wheat Pool. It has a capacity of 1,500,000 bushels and is the largest elevator in the world. It was built by the A. & W. Wheat Pool Terminal No. 1, 1, 1929 Vancouver shipped 94,118, 11, 1929. The terminal of grain is compared with 75,745,512 and 24,145,651 in the two previous years.

More than \$10,000,000 will be expended on new equipment, new search line construction and improvement in existing equipment and rounded by the Canadian Pacific Railway and the Canadian Pacific Railway. The Canadian Pacific Railway is an announcement made recently by E. W. Beatty, president of the company. Of this big sum, \$1,000,000 will be expended in new equipment and improvement of existing equipment. \$2,000,000 is to be expended in new search line construction and improvement of existing search line construction. \$5,000,000 will be expended on search line construction and improvement of existing search line construction. \$5,000,000 will be expended on search line construction and improvement of existing search line construction.

## IT WILL PAY YOU OLD MARRIED CONTRACT

Marriage contracts were in vogue among early Reptilians according to legends found in the Nile region by explorers. The earliest known nuptial contract there dates from 180 B. C. in terms of which were drawn by the husband. It has been translated as follows: "Since God willeth that we should unite one with the other in righteous wedlock, after the manner of every Reptile, and every wise woman, therefore I have given thee four dollars in gold as a bridal gift. And for my part I will not neglect thee. Neither shall I put thee forth without a cause, having legal ground. But should I wish to put thee forth, I will pay 17 dollars for the matter."

## ARDENODE

Miss Nellie Gray of Stettin, Alberta, is the guest of Mr and Mrs J. Davis, over the Easter holiday.

Mr Tom Garrett arrived back in Ardenode this week, after spending six months in St. John's D. C.

Mr Geo. Lytle met with a very painful accident last Sunday afternoon while attending to one of his horse's feet. The horse kicking him in the side of his face, George was very lucky, having any face left, and is now recovering very nicely. George says he doesn't care to be treated in any "way" and "would."

The farmers were well pleased with the amount of moisture we received this week, and hope for more pretty soon.

At our little station the other day a freight train pulled in and side tracked for the passenger train. The freight started to do its job, but the passenger train was a lady, (who had previously alighted from the passenger train) was waiting near by. Just then one of the freight brakemen called to another. "Jump on her, when she comes by. But run her down by the elevator, cut her in two, and bring the head end up by the de-icing machine, and then run her to the station, and run for the station, shunting at every stop."

## Pattemore Bakery

ICE CREAM  
 PARLOR NOW  
 OPEN  
 We can serve you with your favorite Sundae, Soda or Milk Shake

Our Ice Cream and Soft Drinks are always kept right by Frigidaire  
 OPEN EVERY DAY and EVENINGS

Phone 97

Saturday Special  
 DURING LENT—HOT CROSS BUNS

PETE DE KORT  
 CARPENTER  
 STRATHMORE

## Buy At Home and Save Money Jam Week

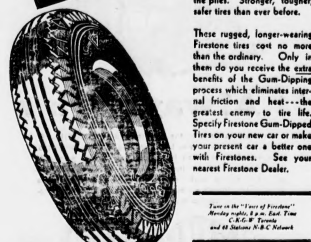
BUY NOW—USE LATER  
 Pure Strawberry Jam 50c  
 Pure Raspberry Jam 50c  
 Pure Plum Jam 45c  
 Pure Peach Jam 45c  
 Pure Cherry Jam 50c  
 Pure Orange Marmalade, 4 lb. pails 50c  
 15 oz. Pure Raspberry, Strawberry and Currant Jam 50c  
 LETTUCE, CELERY, CABBAGE, TOMATOES, ALWAYS FRESH

Now is the time to choose your Spring HAT—Ladies Dress and Tailored Hats—\$1.95 up

Misses and Children's Hats—A style to suit every little Miss at prices to suit Children's Hats priced from 50c to \$1.95 Kid Gloves, Special per pair, \$2.49

STRATHMORE TRADING  
 Dry Goods 87 Groceries 18

## MORE NON-SKID LIFE



## Firestone GUM-DIPPED TIRES

YOU'LL wonder how Firestone could build better tires...but here they are...more tread rubber...more non-skid life...think of it! Deeper, quicker cut-tread...more contact with the road...more rubber between the treads. Stronger, tougher, safer tires than ever before.

These rugged, longer-wearing Firestone tires cost no more than the ordinary. Only in then do you receive the extra benefit of the Gum-Dipping process which eliminates internal friction and heat—the greatest enemy to tire life. Specify Firestone Gum-Dipped Tires on your new car or make your present car a better one with Firestone. See your nearest Firestone Dealer.

See us in the "Land of Firestone" at the Calgary Exhibition, 1930, at the 1000 ft. Stand, East of the 1000 ft. Stand, East of the 1000 ft. Stand.

Scattered widely throughout fair Alberta are Umpteen Power Plants of the Calgary Power Company.

These hydro and steam plants, feeding the transmission systems of the company, make it possible for us to furnish all the electric service you want.

GOOD ELECTRIC SERVICE—so that the innumerable conveniences of electricity may be yours at any time.

Even the smallest details in each one of these power servants of yours have been worked out by engineers and well-informed business men for Good Electric Service—nothing has been spared in the interests of constant improvement and better electric service.

CALGARY POWER COMPANY, LTD

## "GUTTA PERCHA" GUM CUSHIONED TIRES

Avoid the penalty of premature tread wear

Our famous Gum Cushion feature could not be improved...so we added 47 1/2% more wear resistance to the tread...This has been verified by actual scientific tests...a test equivalent to many thousands of miles of road service...The new tough "Resisto" tread combined with the Gum Cushion feature gives you far greater value than any other tire of equal price...Sold at all "Gum Cushion Tire Stations."

"Built Better to Wear Better"

Gutta Percha & Rubber, Limited  
 TORONTO

The Largest All-Canadian Rubber Company  
 Founded in 1883



A wonderful cushion feature exclusive to G.P. Tires

Hughes Motors Strathmore

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DO YOU WANT THE VERY BEST PRINTING? IF YOU DO JUST PHONE 17

## Strathmore Standard

## Warning To Farmers Regarding The Sawfly In Alberta

An urgent message was sent out to the rural phase of Alberta on Wednesday afternoon by the Department of Agriculture, stating that Prof. Strickland, noted entomologist, fears serious damage by the wheat stem sawfly throughout the east within this time. It is said that farmers must take prompt action in order to combat threatened disaster. Campaign advised in advising the farmers, the Department state that a strip of land remainder of the crop will largely amount each field, the width of a single damage. The earlier this strip is needed, the more effective will be the remedy. This strip of land will be much smaller than the remainder of the crop, and should be cut in late July. Will Be Infested Practice shows that this strip of early crop will have attracted the sawfly from the remainder. The feed. The pest will move into the advanced crop on the borders of the field and will there remain. If these border strips are cut in July it will be found that this grain will be heavily infested, but that the

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